

# I'M MIGUEL AMADO.

## Key Achievements.

- Delivered Over 300+ High-Impact Creatives for Global**  
Designed and developed more than 300 customized digital banners and templates at Adnami, directly contributing to high-performance campaigns for top publishers worldwide.
- Optimized Onboarding for SaaS Clients Across Europe**  
Designed and developed more than 300 customized digital banners and templates at Adnami, directly contributing to high-performance campaigns for top publishers worldwide.
- Developed Scalable Brand for Coaches Worldwide**  
Crafted cohesive visual identities— including logos, websites, and branded assets — for online fitness coaches across the globe. Focused on scalable design systems that enhanced brand consistency, digital engagement, and client retention across multiple platforms.
- Exhibited Leadership & Excellence in NATO Operations**  
Served as an Air Traffic Controller within NATO Joint Task Force missions, managing critical air traffic flow, coordinating search and rescue efforts, and ensuring civilian-military airspace safety. Recognized with one medal for good conduct and two official citations for outstanding performance under pressure.

## Skills.

- Frontend Development:** HTML5, CSS3, JavaScript, GSAP (GreenSock);
- Design Tools:** Adobe Photoshop, Illustrator, InDesign, Premier Pro, After Effects, Figma;
- Prototyping & UI/UX:** Wireframing, Interactive Prototypes, Responsive Design, User Journeys
- Web & CMS:** Webflow, WordPress, basic Shopify setups
- Brand & Visual Design:** Logo Design, Brand Identity, Digital Style Guides
- Ad Creatives:** Dynamic Banners, Rich Media Ads, High-Impact Formats, Template Design (e.g., for Adnami)
- 3D & Print:** Basic 3D Modeling, 3D Printing Workflow
- Data & Analytics:** Google Analytics (basic), A/B testing workflows

## Language Skills.

- Portuguese – ★★★★★ (Native)
- English – ★★★★★ (Fluent)
- Spanish – ★★★★★ (Advanced)
- Danish – ★★★☆☆ (Basic)

## Interests.

- Tech & Design Trends: exploring emerging tools, UI/UX innovations, and creative workflows, AI Models and Formats.
- Powerlifting & Strength Training: competitive lifting and programming
- Sim Racing & Motorsport: virtual and real-world racing culture
- Gaming: video games and the gaming industry, technologies, innovation, and industry developments
- Warhammer: tabletop strategy and hobby collecting and painting
- YouTube Content Creation: filming, editing, and storytelling for niche audiences
- Aviation & Aircraft Technology: both civilian and military flight systems
- Weapons Systems & Military History: technical specs and tactical evolution

# CREATIVE DEVELOPER & UX/UI DESIGNER

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## Summary.

Multidisciplinary designer and creative developer with over 5 years of experience across brand identity, UX/UI, and digital advertising. Proven track record delivering high-impact visuals and scalable design systems for web, product, and marketing platforms. Skilled in blending creative strategy with hands-on technical execution, with professional experience spanning startups, SaaS, and military aviation. Actively integrates AI tools into design and development workflows to enhance efficiency, ideation, and user experience. Originally from Portugal and now based in Denmark, I share life with my Danish girlfriend and our daughter—a balance that fuels my passion for innovation, visual storytelling, and user-centered design. I bring precision, adaptability, and a problem-solving mindset to every project.

## Experience.

### Oct. 2022 – Present Adnami Creative Developer

Responsible for the design and development of over 300 high-impact digital banner campaigns for leading global publishers. Created reusable templates and interactive ad formats using HTML, CSS, JavaScript, and GSAP. Contributed to performance-driven advertising strategies through strong visual execution and animation. Played a key role in delivering consistent, scalable creative solutions across digital channels.

### Nov. 2021 – Oct. 2022 bmetric Product Implementation & Onboarding

Managed client onboarding and technical implementation of bmetric's SaaS solutions. Customized scripts and configurations to meet client goals, defined customer journeys, and optimized digital touchpoints. Delivered actionable insights through data tracking and analytics. Built strong relationships with clients by ensuring smooth deployments and measurable results.

### Mar. 2021 – Jul. 2021 LogiSnap UX/UI Designer

Collaborated with marketing and tech teams to align visual identity and product experience. Designed and maintained the company's website and app interface, focusing on usability and brand coherence. Oversaw 3D design and printing of product components, enhancing both product communication and internal presentations.

### Sep. 2020 – Mar. 2021 Lenus Web & Brand Designer

Developed custom websites and digital branding for fitness coaches worldwide. Created full brand packages including logos, visual identity, website layouts, and plan covers. Ensured consistency, performance, and scalability across all client platforms, enhancing their digital presence and audience engagement.

### Jun. 2020 – Sep. 2020 GamingBuddy Brand Developer / Graphic Design Intern

Redesigned the company's brand identity and visual ecosystem. Delivered a cohesive style across web, social media, and product visuals. Created graphic elements and improved UI alignment to support business growth and user engagement.

### Aug. 2018 – Dec. 2018 Falcon.io Visual Graphic Designer Intern

Produced marketing visuals for social media, blog content, newsletters, and events. Worked closely with the Customer Experience Marketing Team to deliver on-brand creative assets and campaign support illustrations.

### Jan. 2017 – Nov. 2020 Takeout.dk Dispatcher / Customer Service

Managed real-time coordination between restaurants, couriers, and customers. Ensured timely deliveries and maintained high customer satisfaction. Developed multitasking and communication skills in a fast-paced, service-oriented environment.

### Sep. 2012 – Dec. 2016 NATO Joint Task Force - Portuguese Air Air Traffic Controller

Oversaw mission-critical air traffic operations, including search and rescue coordination and civilian-military airspace management. Operated under NATO protocols & Classified information in high-pressure environments. Awarded one medal for good conduct and two official citations for outstanding performance.

## Education.

### Aug. 2019 – Jan. 2021 KEA – Copenhagen School of Design BA in Design & Business: Brand Design

Focused on branding strategy, concept development, and visual identity. Gained hands-on experience in brand management, creative direction, and market-oriented design thinking. Developed real-world branding projects from ideation to execution, including planning, research, and presentation.

### Jan. 2017 – Jan. 2019 KEA – Copenhagen School of Design AP Degree in Multimedia Design & Communication

Emphasized web design, business communication, and digital visualization. Learned core skills in interactive development, user-centered design, digital strategy, and creative content production. Integrated business logic with technical execution to deliver cross-platform design solutions.

### Oct. 2012 – Jul. 2013 Air Force Center of Education (Portugal) Air Traffic Controller – Military Specialization

Completed intensive military training, including boot camp, physical readiness, weapons handling, and simulation exercises. Earned Air Traffic Control and Dispatch Office licenses. Trained in NATO protocols and emergency operations.